



FOR IMMEDIATE RELEASE
October 1, 2009

**Medica Now Available to Medicare Beneficiaries
in Additional 57 Counties in the Upper Midwest**

Plan offers enhanced choice, flexibility and affordability

MINNETONKA, Minn. — Medica announced today that it has received approval from the Centers for Medicare and Medicaid Services (CMS) to offer its Medicare cost plan to Medicare-eligible beneficiaries in 57 additional counties in Minnesota, North Dakota, South Dakota and Wisconsin. Medica will begin selling the cost plan in those counties October 1, 2009 for an effective coverage date of January 1, 2010.

Medica's expansion will allow the insurer to offer its cost plan, Medica Prime SolutionSM, in all 87 Minnesota counties, 25 counties in North Dakota, 43 counties in South Dakota and 13 counties in Wisconsin. A complete list of Medica's expanded service area is attached. Medica has identified more than 125,000 people eligible for Medica coverage in the newly approved counties.

"This is a great day for Medicare-eligible persons in these counties, as they now have more options to protect themselves from the costs that Medicare doesn't cover," said John Chomeau, vice president of Medica's Center for Healthy Aging. "Medica Prime Solution is a great way for eligible beneficiaries to supplement their original Medicare coverage, as well as receive a number of enhanced benefits, including coverage for snowbirds, coverage for routine physical exams, optional coverage for prescription drugs and the SilverSneakers fitness program."

SilverSneakers includes membership to participating health clubs as well as group classes that focus on cardiovascular health, muscle strength, balance, coordination and conditioning. Medica's Prime Solution members receive free, unlimited access to senior-friendly fitness centers across Medica's service area where SilverSneakers classes are offered.

Minnesotans who enroll in Medica Prime Solution may seek services from any provider in Medica's large network. Medica Prime Solution members don't need a referral to see most specialists in Medica's network.

Persons wanting to learn more about the new Medicare health plan option should call Medica's Center for Healthy Aging Monday-Friday, 8 a.m. to 8 p.m., at 1-800-906-5432. Additional information is also available on the Internet at www.medica.com.

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About Medica

Medica is a health insurance company headquartered in Minneapolis and active in the Upper Midwest. With nearly 1.4 million members, the non-profit company provides health care coverage in the employer, individual, Medicaid, Medicare and Medicare Part D markets in Minnesota and a growing number of counties in North Dakota, South Dakota and Wisconsin. Medica also offers national network coverage to employers who also have employees outside the Medica regional network.

Medica has the highest accreditation status, Excellent, from the National Committee for Quality Assurance (NCQA®) for its Minnesota Medicaid HMO plans and commercial health plans in Minnesota and North Dakota. Medica's vision is to become the community's health plan of choice, trusted for its integrity, respected for its service, and admired for its commitment to innovation and efficiency.

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Medica Prime Solutions Service Area by State and County
October 2009 for January 1, 2010 Effective Coverage Date

Minnesota

Counties approved as of October 1, 2009:

Cook
Freeborn
Houston
Lake
Martin
Mower
Wabasha
Waseca
Winona

Counties previously approved:

All other Minnesota counties

North Dakota

Counties approved as of October 1, 2009:

Burleigh
Cavalier
Eddy
Emmons
Foster
Kiddar
Logan
McIntosh
Morton
Oliver
Pembina
Sioux
Walsh

Counties previously approved:

Barnes
Cass
Dickey
Grand Forks
Griggs
LaMoure
Ransom
Richland
Sargent
Steele
Stutsman
Traill

South Dakota

Counties approved as of October 1, 2009:

Aurora
Beadle
Bon Homme
Brule
Buffalo
Campbell
Charles Mix
Clark
Clay
Codington
Davison
Douglas
Edmunds
Gregory
Hand
Hanson
Hughes
Hutchinson
Jerauld
Kingsbury
Lake
Lyman
McCook
McPherson
Miner
Sanborn
Spink
Stanley
Tripp
Turner
Union
Yankton

Counties previously approved:

Brookings
Brown
Day
Deuel
Grant
Hamlin
Lincoln
Marshall
Minnehaha
Moody
Roberts

Wisconsin

Counties approved as of October 1, 2009

Chippewa

Dunn

Eau Claire

Counties previously approved:

Ashland

Barron

Bayfield

Burnett

Douglas

Pierce

Ppolk

Sawyer

St. Croix